

Annual Index ■ Volume 5 ■ 1970

Medical Marketing & Media: January—December

ARTICLES

ADVERTISING

Measuring Advertising Effectiveness

by George M. Naimark, Ph.D. January, page 18.

"How effective (or efficient) is most advertising anyway?" Doctor Naimark asks. The president of an advertising agency, the author claims it is a fair question, and one which should be faced up to by all who buy or produce advertising. He examines the problem of advertising measurement and presents a plan for designing, producing, and finally judging the results of an advertising program.

Advertising, Education, & the New Pharmacist

by Mickey C. Smith, Ph.D. January, page 23.

Pharmacy is changing rapidly, and in many areas dramatically. The author, an academician, makes some unsettling observations upon the future relations between the pharmaceutical industry and the pharmacists of the future. He recommends that drug manufacturers analyze their commercial communications, advertising and otherwise, to see if they fit the needs and continuing education of the "new pharmacist" who will be practicing for the next 30 or 40 years.

Fifteen Percent & Free Enterprise

by Al Ries. February, page 9.

The author develops a case for the abandonment of the traditional 15 percent advertising agency fee for the placement of advertisements. He claims it is not a matter of the amount of the discount but rather the fact that there is a discount at all. As he puts it, "It's a question of whether the media should be *involved at all* in basically a family affair between agency and client."

Advertisements and the Scientific Editor

by Arthur B. W. Toft. April, page 24.

"There is a great deal of difference between editorial and advertising copy. Many editors fail to understand this . . . or simply choose to ignore it." The author believes that the editors of scientific journals at times overstep the bounds of their position when they reject ads. Many times, he says, advertisements are rejected not for scientific reasons, but for ". . . old, authoritarian attitudes of the past." He cites examples.

The Agency-Client Relationship—a Discussion

by Maxon Davis, Irwin C. Gerson, Joseph Goodyear, Marvin L. Miller, John W. Sullivan, and John B. Wright. May, page 9.

The entire May issue of *Medical Marketing & Media* was devoted to this important roundtable discussion on the Agency-Client relationship. The participants, all agency executives, examined their job functions as they related to clients in general and with the work force within the agency itself. The role of the account team came in for scrutiny and the role of the agency as a full member of the client's marketing team was questioned.

Generating, Trapping and Using Creativity

by Ernest Dichter, Ph.D. July, page 9.

See description under "General Interest."

Some Thoughts on the Advertising Process

by Bent Stidsen. July, page 19.

A theoretical article probing the fundamentals of the advertising process. He emphasizes that the piece should hold no promise of solving or simplifying problems of advertising or advertising research. ". . . the aim is to point out that most of these existing problems are born of the way advertisers have chosen to think about advertising." Changing the way we think of advertising will not *eliminate* problems, the author believes, "but it may *change* them."

Effectiveness of Advertising in Brand Choice

by H. John Baldwin, Ph.D., and Robert V. Evanson, Ph.D. October, page 22.

A study was performed to measure the effectiveness of advertising in persuading pharmacists to dispense particular brand name drugs when a physician prescribes generically. The advertisements were found to be effective, and the authors state, ". . . the pharmaceutical company would be well advised to direct regular advertising to the pharmacist decision-maker."

How to Capture and Tame the Technical Advertising Agency

by George M. Naimark, Ph.D. December, page 7.

The president of Naimark and Barba, Inc. offers important suggestions to the client in search of a good technical advertising agency: how to find the agency, and then become

the type of client who will appreciate the creative talents and other efforts of the agency's staff.

DATA PROCESSING

Data Processing

by *Bernard S. Pincus*. November, page 16.

The first in a series of articles on "The Computer in Media Selection." The author, marketing representative for the data processing division of International Business Machines Corporation, explains the fundamentals of data processing—what it is, what it does, and what it can do for users of a media selection program.

DETAILING

Physician Evaluation of Pharmaceutical Manufacturers and Their Detailmen: How it Affects Their Prescribing

by *Robert W. Hammell, Ph.D., and James R. Miller*. October, page 7.

Authors review past work done in evaluating the work of detailmen. A new study is undertaken to see if physicians are swayed in prescribing by their feeling for (1) what they would term the "ideal company," or (2) the company as represented by the "ideal detailman." Results rate companies by market share versus ideal firm and market share versus ideal representatives.

EDUCATION

Advertising, Education, & the New Pharmacist

by *Mickey C. Smith, Ph.D.* January, page 23.
See description under "Advertising."

GENERAL INTEREST

Who Will Answer?

by *John E. Ingersoll*. June, page 19.

The author, the director, Bureau of Narcotics and Dangerous Drugs, United States Department of Justice, talks of the drug abuse problem. He makes the point, "We are misusing too many chemical substances, whether they be heroin, amphetamines, tranquilizers, or aspirins, alcohol or tobacco. One thing I know. We must learn to use fewer drugs." Mr. Ingersoll makes the challenge and then asks the question, "Who will answer?"

Generating, Trapping and Using Creativity

by *Ernest Dichter, Ph.D.* July, page 9.

Doctor Dichter, the president of the Institute for Motivational Research, in a presentation before the MPAC seminar on "Creativity for Fun & Profit": "No one has the right to call himself creative without proving that he has created

a response in someone else or on something." In summing up the ideas surrounding the subject, creativity, Doctor Dichter defines the elements which make up creativity, and then explains how to go about being creative.

Radiosterilization of Medical Supplies

by *Martin A. Welt, Ph.D., and Robert J. McCluskey*. August, page 17.

The radiosterilization of medical supplies has become big business. The authors in this article state, "... By 1975—if not sooner—it has been estimated that the disposable medical and surgical supply market will have passed the \$500 million level." They suggest that a study of radiosterilization and the marketing of affected products be a must for the students of medical marketing.

Creative Communication

by *Neal Cochran*. August, page 24.

The basics involved in putting together a presentation, whether it be a speech before a sales group in your own company or a sales pitch to a prospective customer. A check-list to refer to while preparing and a review of visual aids available for integration into the presentation. Planning is the key.

GOVERNMENT

Government & the Pharmaceutical Industry

by *John J. Powers, Jr.* March, page 9.

"... The major issue of the 1970's between government and the pharmaceutical industry will revolve about the ability of government to cope with complex scientific judgments in a manner best calculated to benefit the public." The author thus sums up an indepth analysis of government/industry relations. As head of a major pharmaceutical firm and past president of the Pharmaceutical Manufacturers Association, he speaks with knowledge and experience.

Pharmacy and Government Tomorrow

by *Edward Walker*. November, page 7.

The immediate past president of the American Home Nursing Association states that "wildly rising costs have priced health services beyond the reach of . . . millions of our citizens, and have sent Congress and state legislatures into financial shock. The evolving financial crisis has ominous overtones. Not just for pharmacists, but for all professionals and non-professionals in every area of health care."

Toward a New Understanding

by *Charles C. Edwards, M.D.* December, page 12.

The Commissioner, Food and Drug Administration, United States Department of Health, Education and Welfare, outlines some of the new problems of a new generation in a new time, and states that, "as we enter the 1970's—and

look even beyond—the opportunities . . . to better serve the needs of the consuming public may be best realized by government and industry which understand each other.”

HEALTH CARE TRENDS

The Evolution of a New Pattern in Health Care
by *Monroe L. Miller*. March, page 22.

The concept of multiphasic screening—as part of a “well population screening program”—could maintain high standards of health, while at the same time saving millions of working hours and millions of dollars of hospitalization costs. The author discusses the potential benefits of *pre-ventive* medicine—the “well person” orientation, instead of the “crisis oriented,” or “sick person” pattern of health care. The old way of thinking must give way to the new.

Third Party Pay: What It's All About
by *Thomas M. Collins*. July, page 30.

The author, director of distribution, Smith Kline & French Laboratories, explains the elements of this important subject and its impact on the pharmaceutical industry. He states that the third party plans of the future must be the concern of all those who are involved in the health care of the American people. In stating the enormity of the government's role, “. . . It isn't inconceivable that the government may be the direct or indirect purchaser of as much as 40 to 50 percent of the entire output of the pharmaceutical industry within the next three to four years.”

Pharmacy and Government Tomorrow
by *Edward Walker*. November, page 7.
See description under “Government.”

HOSPITAL MARKETING

Trends in the Hospital Field
by *Eli Fritz*. March, page 16.

The company interested in selling to hospitals and the one that takes time to understand the changes dictated by the market is the one destined to benefit most in profits and satisfaction. Mr. Fritz, associated with the American Hospital Association, makes the point that the hospital market is a complex, changing field which requires study if a manufacturer is to succeed in penetrating it. He analyzes the market and establishes the present trends through statistics.

Some Variations in the Hospital Drug Market
by *Robert W. Hammel, Ph.D., and Steven R. Smith*. April, page 27.

Results of a study of the general anesthetic, anesthesia adjunct, and inhalation therapy drug markets in short-term hospitals in Wisconsin. Selected product usage is also compared in hospital of various size. All of the data was secured in a study performed in 1967.

INTERNATIONAL OPERATIONS

Foreign Operations Management
by *Albert R. Wayne*. September, page 9.

New ideas and new thinking in international business by the former president of Abbott Universal, Ltd., and executive vice-president, international operations for Abbott Laboratories. A four-point plan is developed to create a workable foreign operation while sidestepping many of the perils facing many in international management.

Rationalization of the Swedish Drug Industry
by *Mickey C. Smith, Ph.D.* November, page 12.

“Because the Swedish situation is related to criticism of the United States drug industry, and because the full story does not seem to have been related in our press, and because at least some Federal officials have already visited Sweden to study the Swedish plan, it was felt worthwhile (by the author) to describe the plans for the future there.”

MANAGEMENT

The Management of Ideas
by *Melvin Anshen*. February, page 13.

“The emerging dominance of ideas as a central concern for top management raises critical questions about the education, selection, and development of candidates for high-level assignments in the years ahead.” The author examines the roots of the radical transformation in the general management position. He looks at the relationship of . . . resources . . . people . . . money . . . ideas, and then goes on to develop a plan for the future.

Pharmacy Administration: the Need for Recognition
by *Yash M. Kapadia, Ph.D. and Robert J. DeSalvo, Ph.D.* June, page 25.

The authors make a strong point concerning the void in communications between the pharmaceutical industry and pharmacy education. They assert that the industry fails to make use of a pool of educated specialists which could be of great value. “It is time now,” they say, “for the pharmaceutical industry to reappraise its manpower development programs by including pharmacy administration.” A study of the hiring practices of 43 pharmaceutical firms back up their contentions.

Hiring Black Medical Service Representatives
by *Steven Strauss, Ph.D., and Suresh B. Pradhan, Ph.D.* September, page 29.

Fifty companies are surveyed to determine their policies concerning the hiring of black detailmen. “The number of black personnel hired over the past five years, the current number in employ, and the trend in hirings for the position of detailmen, all indicate . . . that opportunities *do* exist.”

MARKETING

The Medical Marketing Manager of the 1970's
by Robert F. Vizza, Ph.D. January, page 9.

Marketing is expected to move at a frightening pace in the seventies. The author analyzes the job of the new marketing manager and examines the changes in the business environment which will cause him to be a different type of leader. He goes on to develop a model for the marketing executive of the future and finally puts forth the qualifications needed to fill the position.

The Prescription Market—1970 and Beyond
by Raymond A. Gosselin. April, page 9.

Researcher Gosselin: "A useful device for looking ahead in the future is to review what has happened in the past. The ten year period from 1960 through 1969 is an appropriate one for establishing long-term trends for the prescription market." He proceeds in this paper through the use of charts to examine the ten year period with an analyses of patient visits, prescriptions, and the total ethical market. He defines the growth of the generic market and the effect of Medicaid on the "new prescription" market.

Pharmaceutical Marketing in 1980
by S. William Berow. June, page 9.

Mr. Berow projects mathematically the future of the pharmaceutical industry through 1980. Such areas as, "expenditures for health & medical care" . . . "medicare growth" . . . "patient cost for hospital care versus a decreasing death rate" . . . "new drug development costs" . . . "new drug development time" . . . all come in for evaluation.

New Product Marketing Practices by Pharmaceutical Firms
by G. Joseph Norwood, Ph.D., Mickey C. Smith, Ph.D., and Robert L. Mikeal, Ph.D. September, page 19.

All pharmaceutical products introduced between 1958 and 1964 are studied to determine which succeeded in the market place, and which failed. The reasons behind the successes and the failures are examined to provide a blueprint for future new product introductions.

The Marketing Approach at A. H. Robins
by Frank W. Mann, Jr. November, page 24.

The marketing program at the A. H. Robins Company, as stated by the director of advertising, is geared to the human being—"drugs must be sold by people to people for people. . . . When we 'think people,' when we are tuned in to our market as human beings, we are more successful."

MEDIA EVALUATION

How Frohlich/Intercon Researches Journal Readership
by V. Edward Dent. October, page 15.

Mr. Dent, executive vice-president of Frohlich, reviews the subject of journal readership studies as they have been

performed by media and other groups. He then details the methodology employed by his agency through the use of panels to determine the readership habits of particular physician specialties.

Who Will Answer?

by John E. Ingersoll. June, page 19.

See description under "General Interest."

Patterns of Physician Prescribing and Drug Utilization
by F. C. Hammerness, Ph.D. July, page 14.

In an in-store prescription audit, the author analyzed 171,056 new prescriptions written by 1906 physicians and filled in 248 pharmacies. The prescriptions were separated by physician specialty and the totals charted, specialty against specialty. The result of the study was a complete profile of the prescribing habits of a community of physicians.

Some Economic Considerations in Generic and Brand Prescribing

by Robert W. Hammel, Ph.D., and William C. McCormick. August, page 7.

The authors, in this study of 13,720 new prescriptions in 56 community pharmacies, sought to relate the cost to the patient of the dispensing of brand or generic products. They also probed physician attitudes through personal interviews, seeking to establish patterns of motivation in prescribing. Habit prescribing by physicians and brand familiarity were also measured as part of the study.

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Update Media, Notes, Agencies

Joseph Bourgholtzer, Inc. has assumed representation of the nine Affiliated Regional Drug Publications. This group, with a circulation of approximately 75,000, includes *The Apothecary*, *Mid-Atlantic Apothecary*, *Central Pharmaceutical Journal*, *Mid-western Druggist*, *North Western Druggist*, *Rocky Mountain Druggist*, *West Coast Druggist*, *Southeastern Drug Journal*, and *Southern Pharmaceutical Journal*.

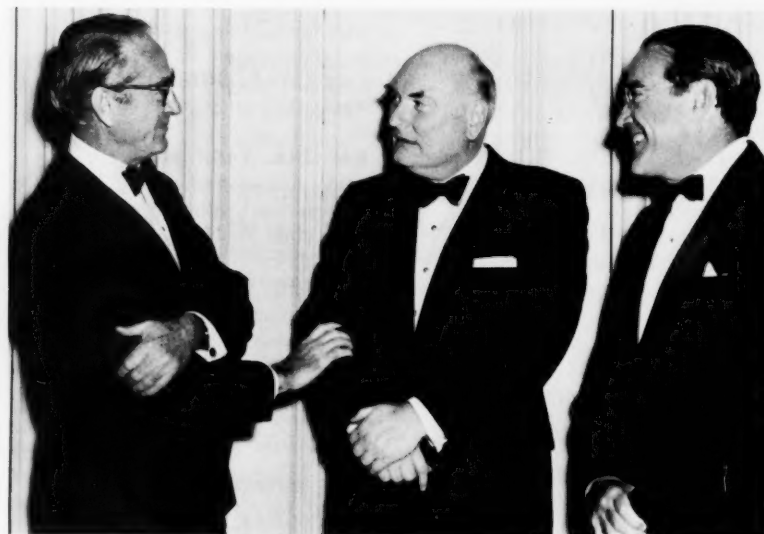
A new office for communications has been established by the American Public Health Association, with **Patrick Flanagan** as director, and **Andrea Lucas** as communications associate. APHA plans to publish a monthly newspaper, *The Nation's Health*, in January. Mr. Flanagan will serve as editor and Miss Lucas as associate

editor. The 16-page tabloid will be distributed to all APHA members and serve as an open forum for members to discuss current issues in public health. APHA will relocate its headquarters in Washington, D.C. early next year.

First issue of a new medical journal in Australia, *The Journal of Geriatrics*, was distributed in November by Modern Medicine Publications, Inc. The new quarterly is the only Australian journal devoted to the science and practice of geriatric medicine. Modern Medicine Publications, Inc. now publishes 13 worldwide medical and dental journals.

Patrick Lyndon, international director for the company, has also announced a new modern design and larger page size for *Modern Medicine of Great Britain*: starting in January, 1971, present digest page size will be enlarged to 8-1/4 x 10-7/16 inches, making the journal more attractive, easier to read, and more convenient for advertisers.

Medical-Surgical Review has announced a revision in *MSR* circulation, editorial, and advertising rates. Be-



Marking a 25-year agency-client association, Robert G. Wilder, president of Lewis & Gilman, Inc., recently hosted executives of its longtime client, Wyeth Laboratories, at a dinner. Left to right: Herbert W. Blades, Wyeth president, Mr. Wilder, William F. Laporte, board chairman of American Home Products Corp.

